

ABSTRACT OF THE DISCLOSURE

This invention provides for a method of and a system for gathering business methods conceived by a consumer that coincide with a basic conception of a company, and then implementing the gathered business method as an executable method by discussion of the method via a communication network between consumers and the company. In this invention, an improved method that increases the added value of the core business method, is also implemented quickly and originally by discussion via a communication network between consumers and the company. The conceiver of the business method executed becomes at least one of a stockholder and a business partner of the company, and a predetermined proportion of the profit obtained by executing the method is shared with the conceiver of the method.